Contents

Acknowledgements .................................................................................................................................................. 11

Introduction

Lisa Fairbrother, Jiří Nekvapil and Marián Sloboda
Methodology in language management research .............................................................................................. 15

Part I: Linking language management research with other theories

Richard B. Baldauf Jr. and M. Obaidul Hamid
Language planning ‘schools’ and their approaches and methodologies ................................................................. 43

István Lanstyák
On the strategies of managing language problems ............................................................................................... 67

Part II: Exploring the connections between micro- and macro-level management

Björn Jernudd
Questions submitted to two language cultivation agencies in Sweden ................................................................. 101

Martin Beneš, Martin Prošek, Kamila Smejkalová and Veronika Štěpánová
Interaction between language users and a language consulting centre: Challenges for language management theory and research .................................................................................................................... 119

Nor Liza Ali, Richard B. Baldauf Jr., Nor Mawati Mohd Shariff and Amerrudin Abd Manan
Utilisation of Language Management Theory in framing interview pro formas ................................................................................................................................................................................................. 141

Stephanie Rudwick
The struggle to promote an African language at a South African university: A language management perspective ............................................................................................................................................... 157
Part III: Exploring micro-level management

J. V. Neustupný
Methodology of Japanese studies: The stage of data collection.....................185

Hidehiro Muraoka, Sau Kuen Fan and Minjeong Ko
Methodological considerations for the study of accustomed
language management: An ethnographic approach........................................201

Junko Saruhashi
Personal empowerment through language management ..................................231

Lisa Fairbrother
Using email interaction reports to gain access to the
management cycle: A study of Japanese students during study abroad ........259

Hirofumi Asada
The longitudinal management of speech styles by overseas and
local students in a Japanese university context..............................................283

Magdalena Hromadová
Managing a literary text: The perspective of a native and a
non-native speaker............................................................................................303

Part IV: Exploring attitudes towards languages and varieties

Kamila Mrázková
The focus group discussion as a source of data for language
management research: Discussing the use of non-standard language
on television........................................................................................................329

Helena Özörençik
Family language management in a multilingual setting:
The case of Turkish families in Prague............................................................347

Epilogue

J. V. Neustupný
The historical position of Language Management Theory .........................371
Contributing authors ........................................................................................................379
Author Index ..................................................................................................................385
Subject Index ................................................................................................................391